



Virginia Green Events



Profile:



Old Beach Farmers Market Virginia Beach, Virginia

Saturdays, 8 am – noon, Memorial Day – Labor Day

Virginia Green is the Commonwealth of Virginia's campaign to promote environmentally-friendly practices in all aspects of Virginia's tourism industry. **Virginia Green Events** have been thoughtfully planned and designed to minimize the event's impacts on the environment. This event has met the established "core activities" for *Green Events* and has committed to communicate its activities to its participants. Below is a list of this event's "green" activities that participants can expect.

Old Beach Farmers Market

Old Beach Farmers Market gathers in the parking lot of Croc's 19th Street Bistro, a local restaurant in the heart of the Virginia Beach resort near the Old Beach neighborhood. Just a six block walk from the oceanfront, held at a certified Virginia Green restaurant facility.



The Mission of the Old Beach Farmers Market

- . Establish a Resort Area farmers market for residents and visitors
- . Encourage locavores and educate others about local, fresh, and sustainable food
- . Promote local family farms, watermen and Virginia wineries
- . Connect local sources to chefs, restaurateurs and the public
- . Revive an old-fashioned kind of shopping in the historic Old Beach District

The planners of the Old Beach Farmers Market have made a concerted effort to make this event as "green" and sustainable as possible.



Virginia Green Activities. When visiting the Old Beach Farmers Market, you can expect the following practices:

CORE ACTIVITIES for Green Events

- ☒ **Recycling.** Events must provide recycling for its participants. Recycling should be highly visible and made available to the public with clear signage.
 - Aluminum Cans, Plastic Bottles, Glass Bottles, Paper, Cardboard
- ☒ **No Styrofoam.** Events should eliminate the use of Styrofoam cups and plates. If you must use disposables, use products that are bio-based, paper, or recyclable.

- Hot liquids are served in paper-based products
- Virginia Wine is served in glassware

- ☑ **Printed Materials.** Recycled-content, soy-based inks, and 2-sided copies -- and quantities should be minimized whenever possible!
 - Use electronic registration, correspondence and forms
 - Print brochures and other printed items on recycled content paper with 2-sided copying.
 - Soy-based and recycled paper



- ☑ **Waste Reduction.** Event planners should make a general commitment to reduce the amount of waste generated by their event.
 - Shopping Bags are not plastic, instead are usable
 - Encouraging vendors to minimize wastes and provide for recycling of boxes and other set up wastes.
 - Encourage the use of walking, bike riding or carpooling to your event.

- ☑ **Green Signage.** Event planners must commit to **tell their participants about *how green*** the event is. Event signage should include the *Virginia Green* logo and list all “green activities” practiced in the planning and operation of the event.
 - Posted web-link to the Virginia Green Events webpage
 - Created a green event section on your event’s webpage highlighting green activities
 - Posted signs which lists all of your green activities
 - Use the Virginia Green logo on signs and at recycling centers

- ☑ **Your Green Statement.** Why Are You “Greening” Your Event? (This was used above in the event description)

For more information on **Old Beach Farmers Market**, see www.OldBeachFarmersMarket.com or contact Laura Wood Habr, Laura@Crocs19thStreetBistro.com .



For more information on **Virginia Green** program, see www.deq.virginia.gov/p2/viriniagreen. Click on “Events” for a more of green events.



Virginia Green is a partnership supported by the Virginia Department of Environmental Quality, the Virginia Hospitality & Tourism Association, and the Virginia Tourism Corporation.

